

## Images of required packaging of tobacco products in Australia

This sheet depicts the most crucial requirements for plain packaging.



**Figure 1** Example of pack as sold in Australia 2013—front and back of pack, in compliance with *Tobacco Plain Packaging Act 2011*[1]

Source: Quit Victoria, 2013



**Figure 2** Example of RYO tobacco (50gms)—mouth cancer warning, one of seven required from 1 December 2013 to 31<sup>st</sup> July 2013

Source: Quit Victoria, 2013



**Figure 3** Manufacturing details allowable on side of pack

Source: Quit Victoria collection, 2013



**Figure 4** Examples of origin marks on cigarettes

Source: Quit pack collection, 2014

Note: An ‘origin mark’ is also allowed to assist with strategies to prevent counterfeiting and illicit trade. Regulation 2.3.2 states that the origin mark must be either covert and not visible to the naked eye or an alphanumeric code. If it is an alphanumeric code it may only appear once on retail packaging and must be either on the side outer surface or bottom outer surface of a cigarette pack or carton. The code must be in the type face, known as Lucida Sans, be no larger than 10 points in size be normal weighted regular font and may be either printed in white, or black on a white background.



**Figure 5** Warning message required in yellow box on side of packs

Source: Quit Victoria, 2013



**Figure 6** Quitline logo required on back-of-pack graphics from December 2012

Source: *Competition and Consumer (Tobacco) Information Standard*, (2011). ) [2]



**Figure 7** Cigar tube warning required from 1 December 2012

Image source: GfK Bluemoon 2011 [3]



**Figure 8** Winfield Blue 25s: packs showing Part 3, first set of seven health warnings, appeared on packs 1 October 2012 to 30<sup>th</sup> November 2013 and were the *only* warnings that could be displayed between 1 December 2012 and 31 July 2013, with-near-as-possible-to-equal frequency required for this period (and for 8 months commencing 1 December for each subsequent even-numbered year)[2]

Source: Quit Victoria, 2012



**Figure 9** Winfield Blue 25s: packs showing Part 4, second set of seven health warnings, on packs manufactured between 1<sup>st</sup> August 2013 to 30<sup>th</sup> November 2014, to be displayed with as near-as-possible-to-equal frequency for the eight months commencing 1 December 2013 (and for 8 months commencing 1 December of each odd-numbered year)[2]

Source: Quit Victoria, December 2013

A more detailed explanation of requirements was produced by the Department of Health and Ageing prior to full implementation of both pieces of legislation in December 2012. An archived copy can be found at

<http://webarchive.nla.gov.au/gov/20130904073900/http://www.yourhealth.gov.au/internet/yourhealth/publishing.nsf/content/ictstpa>

## References

1. *Tobacco Plain Packaging Act*, No. 148 (2011). Available from: <http://www.comlaw.gov.au/Details/C2013C00190>.
2. *Competition and Consumer (Tobacco) Information Standard*, (2011). Available from: <http://www.comlaw.gov.au/Details/F2013C00598>.
3. Gfk Blue Moon. Market testing of new health warnings and information messages for tobacco product packaging: Phase 2 Front and back of pack messages. Canberra: Department of Health and Ageing, 2011. Available from: <http://www.health.gov.au/internet/main/publishing.nsf/Content/mr-plainpack>.